

**Plumas County Children and Families Commission  
PCCFC**

**Minutes**

**Wednesday, March 14, 2001  
9:00 a.m.-12:00 a.m.  
Public Works Building**

**Attendees:**

Commissioners: Kristy Brown, Carol Burney, Shelley Miller, Tami Mitchell, Paula Russell, Rita Scardaci, Elliot Smart, and Irasema Tavares  
Staff: Ellen Vieira, Ex. Dir., and Diana Conen  
Public: Michael Butler, Janet Canty, and Joleen Cline.

**I. Introductions:**

Commissioners and meeting attendees introduced themselves.

**II. Review and approval of minutes:**

Ms. Russell noted that Gloria Wyeth is the Executive Director for Sierra County Children and Families Commission. Ms. Miller said that she should not be listed as abstaining for motions when the Chair does not vote.

Ms. Russell, seconded by Ms. Mitchell, moved to approve the minutes with the preceding corrections. The motion passed unanimously.

**III. Public Comment:**

There were no public comments.

**IV. Updates on State Commission:**

Ms. Vieira reported that the California Children and Families Commission has approved \$2 million additional funding for the Smoker's Help Line, and \$5 million for Master Plan for Education. Of that amount, \$2 million will be for research, and \$3 million will be used to develop, implement, and evaluate a survey on child care and pre-school access.

The report on the State Commission's evaluation of the "New Parent Kits" has been received and a copy of the Executive Summary was included in the materials for the Commission meeting. The kits were well received by the parents and providers who participated in the evaluation process. There will be some changes made to the content of the Baby Care tape by the State before final distribution. Ms Vieira stated that the State Commission has a target date of July 2001 for

state-wide distribution of the kit. Since there are concerns about the content of the Baby Care tape in the test kits, Ms. Scardaci asked the staff to verify the information. Ms. Vieira has formed an Advisory Committee to plan the customization the kits and formulate the distribution plan. There will also be an evaluation component to the distribution. The CCFC will provide one New Parent Kit to parents of every newborn in each county. Additional kits may be purchased at the State's cost of \$18.00 per kit to distribute to child care providers and others as needed.

Ms. Vieira reported on the Statewide Conference she attended in San Diego with Commissioner Tavares. The primary focus of the work of the CCFC will be on "School Readiness". The CCFC has requested that each County Commission place School Readiness as a priority in their Strategic Plan. Ms. Vieira was able to meet many of the staff for the CCFC at the conference.

Laura Roberts, Executive Director of Lassen County Children and Families Commission, facilitated the workshop on the Regional Dental Project at the conference. Ms. Vieira was able to meet with the CCFC staff regarding the presentation by Gloria Wyeth to the CCFC Commission Meeting, February 15<sup>th</sup>, in Sacramento. A copy of the materials presented to the CCFC was included in the materials for the Commissioners. Ms. Vieira attended the CCFC meeting in Sacramento. She said that the project will most likely be approved by the CCFC and that Lassen County will probably take the fiscal and administrative lead.

Ms. Vieira reported to the Commissioners on the Inclusion Project Concept Paper prepared by the CCFC staff. The project represents the CCFC's first major program effort specifically targeted to infants and toddlers with disabilities or other special needs. The goals of the Inclusion Project include 1) improving a family's ability to access and maintain early care and education services for their child with disabilities or special needs, 2) training child care providers to better work with special needs children, and 3) coordinating efforts among local early childhood education and human service agencies to improve placement and provide training. The CCFC is requesting feedback from the county commissions on the concept paper by April 5<sup>th</sup>. Ms. Vieira asked the Commissioners to give any comments they might have to her for forwarding to CCFC staff by email.

## **V. Report on Regional Activities:**

Ms. Vieira summarized the table listing the various dental options that the Commission has been presented to date. She asked the Commissioners for direction on the best way to work collaboratively with other groups to formulate long-term dental solutions.

Ms. Scardaci, seconded by Mr. Smart, moved to direct the Executive Director to attend the next meeting of the Plumas County Dental Coalition to collaborate and

coordinate county-wide and regional dental planning. The motion passed unanimously.

## **VI. Executive Directors Report:**

Ms. Vieira discussed the Executive Director's calendar of events for February that shows her outreach activities throughout the past month. She has rewritten the PCCFC brochure, which will be produced in several colors to choose from. The quarterly PCCFC newsletter is being developed and will be distributed in May. The PCCFC web page will be ready to start its test run this summer. The commissioners must decide how they want to be listed on the site. Ms. Vieira is working with Rogers and Associates, a public relations firm under contract to the CCFC, to develop a 12-month media plan. Ms. Miller asked if there was any objection to canceling the April PCCFC Commission meeting, since Ms. Vieira will be out-of-town attending a conference on April 11<sup>th</sup>.

Ms. Russell, seconded by Ms. Brown, moved to cancel the regular meeting of the Plumas County Children and Families Commission for April 2001. The motion passed unanimously.

## **VII. Plumas County Children and Families Commission:**

### **a. Child Care Retention Incentives RFF**

Ms. Vieira reported that the RFF application to CCFC for The Retention Incentives for Child Care is in the planning process, pending the Letter of Intent and the application dates for the second round of funding. The planning committee, which will meet on March 29<sup>th</sup>, consists of Paula Russell, Shelley Miller, Shelley Morrison, Joleen Cline, Jeanne Adoradio, and Ellen Vieira. The planning efforts will be coordinated with AB212 funding, the Plumas County Child Care Council and the Child Care Resource and Referral Agency.

### **b. Portola Healthy Start**

The Commissioners asked Janet Canty, Coordinator of the Healthy Start Program in Portola, to give a brief overview of her proposal for an infant-toddler childcare center. Ms. Canty stated that she submitted a planning grant to the Commission because there was an enormous amount of groundwork that would have to be done before a site could be operational. Ms. Canty felt that her project would fall under the Strategic Plan goal of increasing the capacity of child care system in Eastern Plumas County. Ms. Canty also stated that other funding sources would have to be secured in order to finance a sustainable program. A potential site is available at the Feather River Middle School former kindergarten room. Ms. Canty intends to formulate a comprehensive model, using a collaborative, family

centered approach. The program would include family advocacy and be a potential ROP lab site.

Mr. Smart asked if PUSD was willing to commit to supporting the center when it becomes operational. Ms. Canty said that the district has been supportive of her application, and planning efforts, and is willing to help find other funding sources. Discussion followed regarding the planning, funding, sustainability and the challenges of the school district becoming a lead agency for infant-toddler child care. Ms. Russell said that salary scales for PUSD would make the costs prohibitive. Ms. Scardaci said it would be beneficial to have a business plan submitted to the Commission. Ms. Miller suggested that the Child Care Planning Council could assist in funding the research. Mr. Smart said that if two sources of funding could be combined, there may be enough to finance the study. Ms. Vieira asked the Commissioners to take action to give direction to the staff and applicant.

Mr. Smart, seconded by Ms. Scardaci, moved to support the PUSD Portola Healthy Start's proposal in concept, and to ask the applicant to meet with the Child Care Planning Council Coordinator, Joleen Cline, to determine if planning funds are available to fund the research, and to direct the Executive Director to work with the applicant and the CCPC and report back to the Commission. The motion carried unanimously.

### **VIII. Presentation by Joleen Cline, Child Care Planning Council**

In 1991 counties were called upon to build a local council to look at child care needs and planning. In 1997, Cal-Works legislation created the County Councils as official entities. Beginning in 1999, annual funding was established, which now totals \$84,000 per year, plus some matching funds. There are 20 members on the Council, evenly divided between consumers, providers, community representatives, and public agency representatives, plus five at-large members. Half are appointed by the Board of Supervisors and half by the Plumas County Board of Education. The Council meets six times per year in different local communities. The Council has completed an eighteen month Strategic Plan that concludes in December 2001. Goals outlined in the Strategic Plan include:

1. Child care needs and assessments
2. Planning
3. Marketing with radio and TV commercials on choosing quality child care, what children need for brain development, recruiting new child care providers, and trends in child care for Plumas County.
4. Coordination of efforts with other agencies to prevent duplication
5. Coordination of waiting lists
6. Capacity building, including a study of what types of care are needed
7. Consultation, providing information about the local area to state agencies
8. Training plan for child care providers
9. Services to special needs populations

10. Improve awareness of transportation options in the county.

Ms. Scardaci said that the PCCFC and Planning Council could collaborate on surveys and strategic planning goals. Ms. Miller said that a county ordinance to require funding for child care planning from local businesses might be a future possibility.

**VI. C. Next funding cycle.**

Ms. Scardaci reminded the Commissioners that the Strategic Plan must be updated, and a new fiscal year is beginning in July. Ms. Miller suggested devoting one hour at the next Commission meeting to planning, and a full work session at the June meeting to finalize the plan. After a short discussion, the commissioners agreed by consensus to do so.

Ms. Tavares complimented Ms. Vieira on the work that she has done.

**IX. Next Meetings.**

The next meeting will be held on May 9, 2001.

Ms. Brown moved to adjourn the meeting, Ms. Tavares seconded the motion, and it carried unanimously. The meeting adjourned at 11:13 a.m.

Minutes respectfully submitted by: Diana Conen.